

Client: **British Gas**

Agency: Carat

Campaign Objectives:
 ■ To boost key brand image attributes, in particular 'greenest energy supplier', 'saving energy' and 'energy efficiency'
 ■ To increase favourability and propensity to recommend British Gas.

Campaign Dates: February 2009

- Solution:**
- A 68-page A5 British Gas sponsored booklet was polybagged with Saturday's Daily Mail, focusing on how saving energy can both reduce impact on the environment and save money.
 - This included: practical tips and advice; case study examples of newly green families; articles on how new technology, schools and individuals within the community are aiding the green cause; plus money off vouchers for insulation, boiler servicing and energy-saving gadgets.
 - Three advertorials also ran within the supplement for smart meters, greener energy tariffs and British Gas' agreement with Baxi Ecogen heating systems.
 - An electronic version of the booklet was also hosted on MailOnline as an "e-zine".
 - Half page teaser ads ran in the main paper of Daily Mail and The Mail on Sunday during the week running up to the booklet's publication.



Campaign impact

The campaign was successful in enhancing the brand image of British Gas among Daily Mail readers* ...

- The campaign was very successful in terms of impact, 65% of Daily Mail readers recalled the supplement.
- 19% of all readers within the first 4 days read the supplement. This equates to 1,146,000 Daily Mail readers
- 8 out of 10 people who read the supplement read most or all of it
- The campaign boosted all British Gas key performance indicators:
 - +21% uplift for 'modern and up to date'
 - +73% uplift for 'leading the way in energy efficiency'
 - +12% uplift for 'leaders in the industry'
 - +35% uplift for 'helping customers save energy'
 - +75% uplift for 'greenest energy supplier'
- Brand perception, favourability and likelihood to recommend has increased among both core British Gas and non British Gas customers

"The Green Guide activity exceeded our expectations in terms of awareness and also its impact on brand image and personality statements"
 Emma Inchmore, Research Manager, British Gas.

"We saw a significant increase against our key brand metrics as well as positive shifts in brand perception and the findings helped justify the substantial investment we had made with Mail Newspapers"
 Dave Foster, Carat, Manager for British Gas Account.



*800 readers were interviewed by Survey Interactive, post campaign.